



501 Ways to Roll Out the Red Carpet for Your Customers

Donna Cutting

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It's no secret that companies that deliver one-of-a-kind experiences for their customers create raving fans that return, refer, and clamor for more. As a leader in your organization, you are charged with coming up with unique and exciting ideas for rolling out the red carpet for your customers. But given your other responsibilities, where can you find the time to do so?

501 Ways to Roll Out the Red Carpet for Your Customers is power-packed with proven, ready-to-implement action ideas to enhance your customers' experience. You'll find examples from a variety of fields, from healthcare, banking, and entertainment to small business, retail, and entrepreneurial ventures.

501 Ways to Roll Out the Red Carpet for Your Customers will give you helpful tips to:

Make "red-carpet service" a first and lasting impression.

Get your team "red-carpet ready."

Inspire positive word-of-mouth by delivering wow.

Handle service recovery with style.

Employ creative marketing ideas and social media savvy.

Using the plethora of tips, tricks, and techniques in 501 Ways to Roll Out the Red Carpet for Your Customers, you don't have to reinvent the customer-service wheel—just roll out the red carpet!



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